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U. S. Department of Agriculture

Just A Little Book

ABOUT

Moore's Beautiful Roses

CONTAINING:

1. An introduction to a lovely new Rose developed in our Nursery.
2. A list of superior quality Rose Bushes recommended for your garden.
3. A list of popular evergreens and flowering Shrubs, good quality and reasonable prices.
4. A complete article on planning your Rose Garden, printed as it appeared in Gulf Coast Gardener.



SENT TO YOU BY

MOORE NURSERY & FLORAL CO.

P. O. BOX 756

TYLER, TEXAS

"THE WORLD NEEDS 'MOORE' ROSES"

We have a plentiful supply of Roses this year. The quality is splendid and the prices are low. Now is the time to plant the Rose Garden you have been wanting so long. Buy now while prices are so reasonable.

We have selected an inexpensive Rose booklet without color cuts because catalogs are a heavy expense, and make it necessary to sell Roses for higher prices to partly cover cost of having catalogs made. We are saving money by using this little booklet, and we are passing the saving on to our customers in the way of extremely low prices on good grade, good quality Rose Bushes.

Our Guarantee

We are making a guarantee to replace free of charge any plants that fail to live. This offer is good only until May 1. We guarantee the bushes we ship you to be true to name and grade, strong, and free from disease. Packed by experts and will reach you in first class condition. We guarantee all bushes to bloom as represented on list.

Select superior quality two-year-old field-grown plants from a reliable nursery, growers of dependable nursery stock for twenty-six years.

Plants are properly dug and handled, carefully packed and shipped to you while fresh and green; pruned ready to plant.

SHIPPING TIME—November 1 to March 15.

TERMS—Cash with order. No C. O. D's. please.

Prices listed include shipping charges. Your order will be shipped to you prepaid express or parcel post.



Introducing a New Rose Developed in Our Nursery

Jessie Andrews

Named for Miss Jessie Andrews of Austin, Texas, the first woman graduate and the first woman teacher of the University of Texas. We are proud to have had the opportunity of naming our beautiful new rose for such a splendid character as Miss Andrews. We are glad to be able to offer this Rose to the Rose-lovers of the South and to those who knew and loved Miss Jessie Andrews.

Jessie Andrews is a climbing sport of Condessa de Sastago. The flowers are practically the same, only larger in size and more gorgeous in coloring. The bloom is large, double and fragrant. The petals are orange scarlet inside and deep gold outside. Hardy grower, heavy green waxy foliage.

This Rose is fully worthy to be patented, but we are not going to apply for a patent because we want to keep the price within reach of everyone who wants a fine new Rose for his garden. We believe that at least one of these plants should be in the garden of every rose-lover in Texas and the Southland.

Prices, 50 cents each; \$4.50 per dozen, postpaid.



Two "Moore" Roses on the market for the first time last year.

MARTHA RUTH MOORE—A sport from the well-known Caledonia, snow white with long, pointed buds, opening to large, beautiful, well-shaped open flowers. Sweetly fragrant. Heavy, green foliage; a rapid grower. A test over a period of three years has proven this variety to be the best white climbing Rose known. 50c each; \$4.50 per dozen, postpaid.

"THE WORLD NEEDS 'MOORE' ROSES"

CLIMBING ROSLYN—a sport from the bush Rose. Flowers, long pointed buds of deep saffron yellow with intense color at the base of the petals. Foliage a dark, glossy green, a robust grower—truly a fine climbing Rose. 50c each; \$4.50 per dozen, postpaid.

A LIST OF VARIETIES OF ROSES—proven by test to be the best. Dependable varieties selected by rose-lovers everywhere. All orders will be filled with strictly first-class No. 1 grade plants. All varieties included in following list priced as follows: \$2.65 per dozen; \$1.50 for one-half dozen; \$15.00 per 100, \$8.50 for 50.

EVERBLOOMING BUSH ROSES

AMERICAN BEAUTY—Rose pink, double.
AMI QUINARD—Dark velvety red, almost black.
CONDESSA DE SASTAGO—Two-tone yellow and orange.
COLUMBIA—Bright pink, long buds.
CALEDONIA—Long buds, beautiful white.
CHAS. K. DOUGLAS—Striking crimson scarlet, hardy.
DAINTY BESS—Deep pink, single, very attractive.
DAME EDITH HELEN—Unusual pure pink, very double.
DUQUESSA DE PENARANDA—Pure clear orange.
DOTTY—Bronzy yellow, a dependable variety.
DIRECTOR RUBIO—Large showy, light red.
EDITH NELLIE PERKINS—Salmon pink and copper.
E. G. HILL—Dazzling red, fine cut flower.
EDITOR McFARLAND—Deep sparkling pink.
ETOILE DE FRANCE—Vivid crimson.
ETOILE DE HOLLANDE—Dark scarlet, double, fragrant.
F. J. GROOTENDORST—Clusters of small red flowers.
FRAU KARL DRUSCHKI—Magnificent snow-white.
FRANCIS SCOTT KEY—Very double light crimson.
GENERAL JACQUEMINOT—Clear red, excellent shape.
GOLDEN DAWN—Large buds, deep yellow.
GOLDEN OPHELIA—Yellow, small perfect buds, dainty.
GRENOBLE—Showy red, large flowers.
GRUS AN TIPLITZ—Medium size blooms, velvet crimson.
IRISH GLORY—Large silvery pink blooms, ten petals.
IMPERIAL POTENTATE—Dark, shining rose-pink.
J. J. L. Mock—Very double two-tone pink.
JULES GAUJARD—Large, cupped, bright orange-red.
JULIEN POTIN—Pointed buds, pure deep yellow.
KOENIGIN LUISE—Large, double, snow-white.
K. A. VIKTORIA—Perfectly formed blooms, white.
LA FRANCE—Bright silvery pink, intensely fragrant.
LADY HILLINGDON—Slender pointed buds, deep yellow.
LEONARD BARRON—Large, double light salmon, pink.
MRS. CHAS. LAMPOUGH—Massive cream and lemon blooms.
MRS. CHAS. BELL—Lovely shell pink, fine form.
MALAR ROS—Large scarlet blooms, pointed, showy.
MME. NICHOLAS AUSSELL—Glowing orange, salmon.
MARGARET McGREDY—Double, cupped orange-vermillion.
McGREDY'S SCARLET—Brilliant velvety scarlet.
MRS. HENRY BOWLES—Globular flowers of clear pink.
PRES. HERBERT HOOVER—Cerise pink, flame, yellow.

“THE WORLD NEEDS ‘MOORE’ ROSES”

PINK RADIANCE—Rose pink, reverse petals lighter.
 PINK KILLARNEY—Long pointed buds of sparkling pink.
 PADRE—Copper scarlet, yellow at base of petals.
 PINK GROOTENDORST—Clusters of small pink blooms.
 PINK PEARL—Massive buds of deep rose-pink.
 RED COLUMBIA—Dark red, pointed bud.
 ROSLYN—Large double golden yellow, deep orange.
 RED RADIANCE—Globular flowers of deep rose-red.
 SUNBURST—Fine yellow flowers, orange at center.
 SENIOR—Splendid new red rose, excellent for cutting.
 SENSATION—Large double, showy scarlet.
 TALISMAN—Brilliant red, and gold.
 ULRICH BRUNER—Bright carmine, cupped, fragrant.
 WILHELM KORDES—Deep golden salmon, red veined.

CLIMBING ROSES

CLIMBING PRESIDENT HOOVER—Cerise, flame red, yellow.
 CLIMBING TALISMAN—Brilliant red and gold.
 CLIMBING AMERICAN BEAUTY—Rose pink.
 MME. GREG. STACHELIN—Pink frilled petals, crimson.
 MARY WALLACE—Large double, shining pink.
 PAUL'S SCARLET CLIMBER—Clusters of scarlet flowers.

POLYANTHAS OR BABY RAMBLERS

CECILE BRUNER—Perfect form, light pink, yellow base.
 D. T. POULSEN—Brilliant scarlet red.
 GOLDEN SALMON—Bright orange-scarlet.
 KIRSTEN POULSEN—Large single light red clusters.
 LAFAYETTE—Large frilled, striking light crimson.
 SALMON SPRAY—Rich salmon pink, reverse carmine.
 MISS EDITH CAVELL—Small semi-double, scarlet.

PRICES—\$2.65 per dozen; \$1.50 per one-half dozen; \$15.00 per 100; \$8.50 for 50. Postpaid.

Evergreens and Flowering Shrubs

PRIVET—Amur South—an evergreen hedge plant which makes one of the most beautiful and one of the most satisfactory hedges of all the plants used for this purpose. 30 in. tall, well-branched, 10c each.
 ABELIA—Beautiful both for flowers and foliage. Covered with bell-shaped white flowers from spring until frost. Graceful, drooping branches. 15 inches tall, well-branched, 25c each.
 EUNONYMOUS JAPONICA—Upright growth, glossy green foliage. Can be used for hedges, but is most beautiful used as specimens where a spreading, clinging growth on columns or walls is desired. 18 inches tall, well-branched, 25c each.
 FIRETHORN—*Pyracantha lalandi*—vigorous upright shrub, covered with small white flowers in spring and with orange berries in the fall and winter. 18 to 24 inches, well-branched, 65c each.
 FIRETHORN—*Pyracantha yunnanensis*—spreading shrub introduced from China. Foliage bright green; flowers small and white; scarlet berries in fall and winter. 18 to 24 inches, well-branched, 65c each.

- NANDINA**—Upright growing shrub. Small leaves, dark green in summer, changing to red or copper in fall. Small white flowers, brilliant red and yellow berries in top of plant in the fall. 12 inches to 15 inches, 35c each.
- BEAUTYBERRY**—*Callicarpa americana*—low growing shrub, clusters of violet berries which last until frost. Flowers lilac colored. 2 to 3 ft., well-branched, 30c.
- BUTTERFLY BUSH**—*buddleia*—plant bears long spikes of lilac-blue flowers continuously throughout the summer, sweetly fragrant. 2 to 3 ft., well-branched, 25c each.
- CRAPE MYRTLE**—Very showy plant for the South, covered all summer with soft fluffy clusters of crinkled petals. Pink, purple, red, white. State color. 15 inches to 18 inches, well-branched, 20c each.
- DEUTZIA**—Showy, late spring blooming shrub. Free flowering. *Pride of Rochester*, double white; *Candidissima*, small double white, *Crenata*, double pink; *Fortunei*, double white. State variety and color. 12 inches to 18 inches, 20c each.
- FORSYTHIA**, *fortunei*—Medium growing shrubs, one of most showy for early spring bloom. Clear lemon yellow flowers, completely cover the bush in the early spring before the foliage appears. Weeping type, heavy dark foliage, branches arching and graceful. 18 to 24 inches, well-branched, 20c each.
- LANTANA**—Small clusters of orange and lemon colored flowers. Rapid growing. Heavy green foliage. 2 to 3 ft., well-branched, 25c each.
- FLOWERING QUINCE**, *cydonia japonica*—Well-branched, good grower. Flowers are single, bright scarlet, and are produced in masses as the foliage is just beginning to start, giving the plant the name of "Firebush" or "Burning Bush". 15 inches to 18 inches, 20c each.
- REDBUD**—Large shrub or small tree with its branches completely covered with rosy-purple flowers in early spring before the leaves appear. Very attractive and beautiful. 3 to 4 ft., 35c each.
- SPIREA**—Among the finest of the early spring flowering shrubs. *Vanhoutte*, a complete mass of white flowers in round clusters cover the plant in spring. *Reevesiana*, arching branches covered with small double flowers, white. *Billardi*, spikes of fuzzy pink flowers in early summer. State variety and color. 18 inches to 24 inches, well-branched, 15c each.
- QUEEN'S WREATH**, coral vine—A graceful slender climber. Leaves heart-shaped, and the rose-pink pea-shaped flowers are produced in long clusters from summer until late fall. Clumps of several bulbs, 25c.
- ROSEA WIEGELIA**—Flowers medium, varying from delicate pink to deep rose. The best known and most widely used of the *Wiegelia*. Flowers in spring very profuse and showy. 18 inches to 24 inches, 15c each.
- YELLOW JASMINE**—Graceful arching branches; dark green waxy foliage. Covered with bright yellow trumpet shaped flowers in spring. 15 inches to 18 inches, 20c each.

Orders for Shrubs shipped prepaid. Our Shrubs are good quality and grade, and cheaply priced. PLEASE DO NOT SEND ORDER FOR LESS THAN \$1.00.

"THE WORLD NEEDS 'MOORE' ROSES"

OUR SPECIAL OFFER NO. 1

1 dozen Roses (your choice of any variety in \$2.65 per doz class,)	\$2.65
1 Abelia	.25
1 Nandina	.35
1 Butterfly Bush	.25
1 Deutzia	.20
1 Forsythia	.20
1 Lantana	.25
2 Spirea Vanhoutte	.30
2 Flowering Quince	.40
1 Redbud	.35
1 Rosea Wiegelia	.15

Catalog Price\$5.35
The above, 24 plants in all, for \$4.75

OUR SPECIAL OFFER NO. 2

2 dozen Roses (your choice of any varieties in \$2.65 per dozen class)	\$5.30
2 Eunonymous Japonica	.50
2 Pyracantha Lalandi	1.30
2 Pyracantha Yunnanensis	1.30
2 Red Bud	.70
4 Flowering Quince	.80
4 Spirea Billardi	.60
2 Butterfly Bush	.50
4 Deutzia	.80

Catalog Price\$11.80
The above, 46 plants in all for only\$10.50

Shipped to you prepaid. Plants first class and fully up to grade and standard as listed in catalog.

Are You Planning a Rose Garden?

An article on Rose culture printed as it appeared in the August issue of Gulf Coast Gardener.

Are you planning a Rose Garden for next season? If you are you should be anticipating a great deal of pleasure, for truly the Rose is the Queen of Flowers and no other gives such keen delight and joy in its wondrous beauty and fragrance.

Perhaps there are some problems confronting you as to when and how to plant and what varieties to use. Suppose we start at the beginning and prepare the Rose Bed, which, incidentally, should be ready several weeks before the Roses are planted.

The first thing to consider is the location of your Rose Garden. Make your plans so that the Rose Bed will be in a sunny location AWAY from trees and other shrubs which sap the soil in a large area surrounding them. Many people plant their Roses under trees and too near other shrubs and then wonder why the Roses do not succeed. Plan to put your Roses in a well-drained sunny location in a bed to themselves.

Decide next about the size and shape of the bed. The size of course depends on the number of Rose Bushes you want; and any desired shape will do just so it is in balance with the remainder of your garden. After choosing the location, size and shape, use stakes and string to mark the bed in order to secure accurate shape and balance. Now block out all vegetation inside the bed; that is, use a sharp spade and cut down several inches to uproot all grass and weeds. Be sure that you remove all roots of Bermuda grass for to leave them in the bed will only cause work later on when they have to be dug from around your Rose Bushes.

The important object of your attention now should be the filling in of the Rose Bed with the proper kind of soil. Cover the entire surface of the newly cut out bed with well-rotted barnyard manure and leaf-mold to a depth

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Order Sheet

MOORE NURSERY & FLORAL CO.

Tyler, Texas

Name..... Date....., 193.....

Postoffice..... Route..... Box.....

Street..... County.....

Express to.....State.....

Amount enclosed \$.....

The Nursery guarantees that all Rose plants will be healthy and true to name. Should any be otherwise, the Nursery will replace free or refund purchase price, but shall not be held liable further.

If Nursery is out of a particular variety ordered, another of equal merit will be sent, unless request is made otherwise.

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The World Needs "Moore" Roses

T. B. Butler Pub. Co.

of at least three inches. If at all possible have this new soil and manure plowed in, letting the plow reach deeply into the earth and loosen the soil to make it loamy and porous. If you cannot have the bed plowed, then by all means have it dug deeply and thoroughly with a spade. The bed is now in good condition for planting, but should be allowed to stand several weeks before the Rose Bushes are planted.

It is always advisable to plant early in the South for several reasons. One reason is that you can get fresher, better bushes in a larger and more desirable selection of varieties and colors if you buy your plants at the beginning of the season. Field-Grown Texas Roses are mature enough to be dug and placed on the market in November. A more important reason for early planting is that the newly set out Rose Bushes get the benefit of the fall and winter rains which firm the earth around them and allow them to get established before the sap begins to flow in the spring. Another advantage secured by fall planting is that the Roses which are planted in the fall or early winter will bloom earlier than those which are planted in the spring. We would then suggest that you prepare your Rose Bed in early October or November and plant your Roses not later than December 15. However, there are no set dates as to planting—some people prefer spring planting and have very successful Rose Gardens.

The question now arises as to what kind of Roses to buy. By all means order your Roses from a reliable nursery. So many Roses that are put on the market are of inferior quality, poorly grown, mis-labeled and undergrade, that you cannot be too careful. You will be wiser to get your Roses from a dependable grower even if you have to pay more, than to get a "bargain" from some one who is growing inferior stock. Always ask for number one grade, first-class Rose Bushes fresh dug from the field. There are four distinct grades of Rose Bushes. First is the No. 1 grade, having three or more strong canes with good root system, always the best buy. Next is the No. 1½ grade, which is a very nice plant, having two or more strong canes, not as good as the No. 1. Then comes the No. 2 grade, having only two or more small canes, which make it an undesirable size for garden planting. Lastly, the No. 3 grade, crooked, ill-shaped and of such poor quality as to be called a cull and should always be destroyed at digging time. The four grades mentioned all grow in the same row of any variety. Therefore it is easy to see that the No. 1 grade should be chosen for garden planting because it has as much vitality as the other three grades combined. Cheap, poorly handled, inferior Rose Bushes come high in the end because they do not give satisfaction.

There are so many good varieties of Roses that it would be impossible to list them here. It would be well to say at this time that you should be careful to select varieties which you know are hardy and will be likely to do well in your section. A great many beautiful varieties refuse to thrive in certain localities. We find that nearly all varieties in red, pink, some two-tones, and a few of the whites do well in any locality when they are given the proper care. There are a few good yellow varieties hardy enough to succeed in the garden of any amateur who will handle them properly.

Make a wise selection of varieties and then order from a dependable concern which puts out quality stock. When you receive your Roses take them immediately to your Rose Bed and open the package carefully so as not to break off any canes or roots. Take care to keep the roots moist and well protected from wind and sun while the holes are being dug. Space the holes at regular intervals in straight rows in the bed, making them about two feet apart and large enough to spread the roots in a natural position in the hole

and NOT CRAMPED AND CROWDED. Make holes deep enough to cover the place where the plant was budded or the joining of the upper part of the bush to the understock. Press the soil firmly around the roots and barely cover the union of the upper plant to the understock. If your climate is severe enough that you need to give plants winter protection, then mound the earth several inches high around the plants. This mound can be leveled in the spring. When growth begins in the spring, the bed should be well cultivated to remove all weeds and grass and to loosen the earth so that the plants can grow.

Your Rose Bed should be cultivated several times during the early summer to rid the ground of all grass and weeds and to preserve the moisture in the soil. If your Roses suffer from summer drouth, water the bed thoroughly about once a week. It is far better to soak the bed thoroughly from beneath the foliage than it is to sprinkle the plants every day or so.

To prevent and cure disease such as black spot, apply dusting sulphur to the first full grown foliage of your Rose Bushes and continue applications at eight or ten day intervals during the period from March 1 to June 1. Lice on the leaves can be killed by spraying plants with Black Leaf 40.

A good fertilizer for Roses is liquid manure, made from soaking animal manure or commercial sheep-manure in water. Apply at the rate of a half gallon to each plant every two weeks after they are growing well. Also a trowel-full of bone-meal and another of sheep-manure worked about each plant twice each season will give satisfactory results.

In closing, just a word about pruning. Request that the Roses you order be shipped to you pruned ready for planting. No more pruning will be necessary the first season. When new growth begins to put out the second spring after planting, cut all canes back to about eight or ten inches. To prune the bushes back in this manner will cause your Roses to produce great quantities of beautiful blooms.